

TEAM Nutrition



NUTRITION \$EN\$E

**Students Encouraging
Nutritious Snacks Everyday in
Montana High Schools**

Katie Bark, RD



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Funding Source

**2001 USDA Team Nutrition
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Instruction**



“Changing the Scene” Improvement Checklist Component # 3

***All foods & beverages that are
available at school contribute to
meeting the dietary needs of
students...***

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Timeline

**November 2001 through
September 2003**



Purpose

- **Involve students in an innovative sales project centered on nutritious foods & beverages**
- **Increase availability of nutritious items sold by student stores**
- **Learn successful sales strategies to promote the sale of nutritious items - *Toolkit Development***
- **Explore food and nutrition career component**

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New State Partnerships...

**Office of Public
Instruction-
School Nutrition
Programs and
Division of Career
& Technical &
Adult Education**



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New Team Nutrition Partnerships...

- **Future Farmers of America (FFA)**
- **Family, Career, Community Leadership Association (FCCLA)**
- **An Association of Marketing Students (DECA)**
- **School To Work Programs**



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Phase I – Pilot Project

- **Nov 01 – May 03**
- **5 High Schools (AA, A, B, C, & Career Center)**
- **Training & Technical Assistance**
- **\$3,000 Honorarium/Support**
- **Develop Nutrition \$EN\$E Toolkit**



Pilot School Support

- **Educate Students on Nutrition Topics (health, food safety, food)**
- **Equipment Needs, Vendors**
- **Healthful foods and beverages**
- **Business Plan, Budget**
- **Marketing Ideas/Promotions**



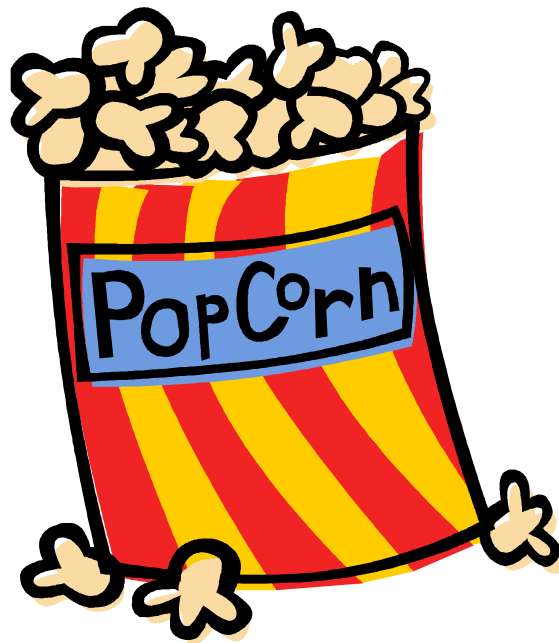
Phase II – Mini-Grant Program

- **Nov 02 – June 03**
- **13 Schools (2 Elem., 2 M.S., 9 H.S.)**
- **\$500 Award**
- **Training & Technical Assistance**
- **Develop Nutrition \$EN\$E Toolkit**

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Training Tool Kit



- Food/Beverage Product List
- Food Safety Tips
- Procurement Tips
- Vendors (Montana Made)
- Sales Strategies
- Promotional Materials

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Healthful *Grab N Go* Items

- Sun Chips, Popcorn
- Trail Mix/Pretzels
- Beef Jerky
- String Cheese
- Yogurt/Pudding
- Smoothies
- Fruit/Vegetables
- Water, Milk, 100% Juice

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Key Concepts & Considerations

- **Food Safety Practices**
- **Equipment Needs**
- **Availability of Products**
- **Marketing Efforts**
- **Market Research**
- **Food Product List**
- **Storage Space**
- **Store Hours**
- **Price Structuring**



EVALUATION

**Students Will Purchase
Healthful Foods and
Beverages If They Are
Readily Accessible and
Reasonably Priced**

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What Else Have We Learned?

- **Goals need to go beyond \$\$\$\$**
- **New Store Versus Existing Store**
- **Food Safety**
- **Price Structuring**
- **Limit Financial Support**
- **Food Procurement Limitations**
- **Food Service Partnership Opportunities**
- **Vending Options Needed**

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Tool Kit Coming This Summer!

**Check out Montana Office of
Public Instruction Website:**

www.opi.state.mt.us

Who Benefits?

STUDENTS



Recommend Nutrition-Education Partnerships



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For More Information

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